Alberta Tourism Market Monitor

2015 Edition

Leisure tourism remained strong amidst a struggling provincial economy in 2015

The depressed oil price negatively affected many industries in Alberta in 2015. The tourism indicators tracked in this publication show mixed results for the year, an indication that some areas were more affected by the current economic situation than others. It appears that business travel was severely affected, while leisure tourism held its own.

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Air passenger volumes at Edmonton International Airport remained stagnant in 2015, while it grew marginally at Calgary International Airport. Overall, the accommodation sector was hard hit by the downturn in the economy: Alberta's occupancy rate (Total Alberta excluding resorts) totalled 58.7% for the year of 2015, while it was 63.6% for the whole of Canada. The average daily room rate during this period was $140.03, compared to $143.71 nationally. The Other Alberta region bore the brunt of the slowdown, with an occupancy rate of 51.7% - a significant drop of 13.5 points from 2014.

Some good news was that in 2015 the Alberta Resorts region reached its highest average daily room rate ($232.32) and its highest occupancy rate (62.3%) in the past five years. The lower Canadian dollar and lower gas prices seemed to make leisure travel to and within Alberta more affordable for Americans, while enticing staycations for Albertans and attracting domestic visitors from the rest of Canada.

In addition, visitation at the three National Parks tracked (Banff, Jasper and Waterton Lake National Parks) reached a record in 2015: Banff National Park welcomed more than 3.9 million visitors (including group tours), representing a 9.6% increase from 2014. Jasper National Park followed with more than 2.3 million visitors, an increase of 5.2% from 2014. Visitation to the National Parks is expected to continue its upward trend given the establishment of free entrance to all national parks in 2017, to commemorate the 150th anniversary of Canada's Confederation.

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2015 Alberta Tourism Market Monitor

Alberta Culture and Tourism

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Air Passengers 2015 (000's of arrivals and departures) [1]													
Edmonton International Total	582.1	561.6	613.8	592.7	565.5	598.8	683.7	710.0	602.1	594.9	550.5	625.2	7,280.9
Per cent change from 2014	-0.3%	-1.0%	-1.8%	-4.2%	-5.4%	0.9%	2.5%	0.2%	1.8%	-0.5%	-2.8%	1.7%	-0.7%
Domestic	398.2	380.9	421.4	413.4	438.7	490.9	559.6	583.4	493.6	472.4	405.5	469.1	5,527.0
Per cent change from 2014	-2.7%	-2.9%	-1.3%	-5.9%	-4.6%	2.7%	4.4%	2.0%	3.0%	1.3%	0.1%	7.6%	0.5%
Transborder	118.2	119.7	129.1	119.3	95.1	82.5	93.5	93.6	81.3	97.0	98.8	100.1	1,228.1
Per cent change from 2014	-0.3%	-3.0%	-7.8%	-8.4%	-12.9%	-10.2%	-10.1%	-13.2%	-10.8%	-12.9%	-17.3%	-19.8%	-10.5%
International	65.7	61.0	63.2	60.1	31.6	25.4	30.6	32.9	27.3	25.6	46.2	56.1	525.8
Per cent change from 2014	16.8%	17.9%	9.8%	21.8%	10.5%	9.0%	14.6%	14.3%	27.4%	27.0%	11.5%	4.0%	14.5%
Calgary International Total	1,199.0	1,149.3	1,267.0	1,225.7	1,257.1	1,304.8	1,512.8	1,557.5	1,294.9	1,267.5	1,143.6	1,296.2	15,475.8
Per cent change from 2014	2.3%	-0.4%	1.5%	-2.3%	2.6%	3.2%	4.6%	1.8%	2.6%	-0.7%	-1.8%	2.6%	1.4%
Domestic	800.6	765.0	839.7	844.4	909.8	955.1	1,100.8	1,143.6	949.7	929.5	813.5	918.1	10,970.4
Per cent change from 2014	1.1%	-0.9%	2.3%	-2.9%	4.8%	4.3%	4.7%	2.3%	4.0%	0.0%	-0.8%	4.9%	2.1%
Transborder	254.6	253.4	280.9	252.1	237.5	243.5	286.9	285.5	242.0	244.6	223.0	244.9	3,049.0
Per cent change from 2014	1.8%	-3.0%	-3.7%	-6.3%	-4.6%	2.9%	4.6%	1.1%	-0.1%	-4.8%	-4.5%	-5.5%	-1.8%
International	143.8	130.8	146.5	129.2	109.7	106.2	125.0	128.4	103.2	93.4	107.1	133.2	1,456.4
Per cent change from 2014	9.9%	8.0%	8.0%	10.6%	1.1%	-5.8%	4.5%	-0.7%	-3.4%	4.6%	-3.5%	3.7%	3.3%
Fort McMurray International Total	97.6	91.0	97.3	93.5	92.1	98.1	97.5	98.2	93.8	87.4	79.5	73.60	1,099.7
Per cent change from 2014	-3.6%	-8.6%	-10.0%	-15.1%	-17.3%	-14.9%	-16.9%	-13.9%	-19.0%	-24.2%	-22.0%	-25.2%	-16.0%
Highway Count 2015 (000's of vehicles) [2]													
Hwy 1 -Sask border w-bound	57.7	57.3	64.7	72.8	80.1	85.4	111.1	109.4	80.9	80.3	64.4	72.1	936.2
Per cent change from 2014	3.2%	2.3%	3.9%	1.8%	3.6%	2.2%	6.8%	-1.0%	2.1%	-1.7%	0.0%	-0.1%	1.9%
Hwy 1 - Banff Pk Gate (2-way)	501.8	505.5	544.6	568.2	679.2	705.5	953.0	977.6	693.9	590.0	467.9	559.4	7,746.6
Per cent change from 2014	6.1%	12.6%	9.1%	6.7%	15.9%	6.9%	8.1%	-0.5%	7.5%	4.7%	14.5%	5.6%	7.4%
Hwy 16 - Jasper Pk Gate (2 way)	96.3	92.8	111.7	123.4	149.2	167.9	233.7	254.3	161.8	125.2	84.4	103	1,703.7
Per cent change from 2014	4.9%	9.6%	6.2%	-1.0%	7.0%	3.6%	4.1%	-4.0%	4.8%	-0.1%	1.0%	-5.0%	2.1%
Hwy 16 - Blackfoot w-bound	164.1	146.6	170.8	177.8	186.6	188.3	202.7	196.8	179.3	185.5	162.1	162.8	2123.4
Per cent change from 2014	-3.2%	-7.0%	-6.5%	-5.2%	-7.0%	-5.9%	-7.8%	-11.9%	-11.5%	-11.8%	-9.1%	-9.7%	-8.2%
National Park Attendance (000's of person visits) 2015 [3] Year-to-date number includes Group Tours for Banff and Jasper National Parks.													
Banff	184.9	188.6	203.8	246.7	296.4	326.0	630.5	631.3	433.0	145.8	116.7	148.1	3,894.3
Per cent change from 2014	8.1%	14.6%	10.7%	6.7%	14.8%	8.6%	12.4%	-0.3%	8.8%	3.7%	12.7%	4.5%	9.6%
Jasper	52.8	53.6	64.1	147.1	178.1	200.8	433.3	444.9	296.7	61.1	41.5	52.7	2,266.1
Per cent change from 2014	6.0%	11.1%	7.4%	3.5%	10.3%	5.5%	10.1%	-2.0%	7.6%	1.7%	4.7%	-2.0%	5.2%
Waterton Lakes	6.7	7.5	9.3	14.8	39.2	73.5	114.3	114.1	59.7	22.0	7.9	8.0	477.0
Per cent change from 2014	3.5%	19.1%	47.6%	34.5%	26.9%	22.9%	11.5%	6.8%	12.2%	19.6%	46.3%	23.1%	15.3%

Sources: Edmonton International Airport, Calgary International Airport, Fort McMurray International Airport, Alberta Transportation, Parks Canada

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Employment (000's of persons) 2015 Seasonally Adjusted [4]													
Accommodation and Food Services	156.9	157.6	155.9	152.8	157.1	157.7	154.4	155.1	150.5	154.3	150.4	138.9	153.5
Per cent change from 2014	4.4%	1.5%	3.7%	0.9%	5.3%	9.2%	9.1%	8.8%	2.2%	-0.4%	-3.6%	-10.3%	2.4%
Accommodation Indices 2015 [5]													
Edmonton Occupancy Rate	54.4%	65.3%	67.1%	67.7%	64.3%	69.7%	64.8%	63.9%	64.5%	63.1%	62.2%	47.9%	63.0%
Point change from 2014	-3.9	-2.8	-7.1	-7.6	-9.1	-0.1	-1.2	-13.3	-0.6	-9.2	-11.9	-7.1	-6.6
Average Daily Room Rate	$131.29	$134.52	$135.93	$134.91	$133.27	$138.75	$132.4	$132.58	$135.14	$135.73	$137.19	$130.42	$135.64
Variance from 2014	1.4%	1.0%	0.5%	0.2%	-0.8%	1.3%	0.9%	-4.2%	-2.2%	-1.6%	-2.6%	-3.4%	-1.1%
Revenue per available room	$71.42	$87.81	$91.22	$91.40	$85.73	$96.77	$85.77	$84.73	$87.13	$85.67	$85.28	$62.51	$85.44
Calgary Occupancy Rate	55.0%	61.8%	63.5%	64.1%	69.8%	70.2%	78.1%	75.3%	71.1%	63.3%	54.3%	45.1%	64.3%
Point change from 2014	-3.0	-1.6	-4.1	-7.5	-1.1	-6.3	0.1	-3.9	-8.4	-10.5	-12.6	-7.9	-5.6
Average Daily Room Rate	$156.48	$156.30	$156.76	$159.31	$159.78	$171.43	$185.06	$147.53	158.12	$154.05	$150.66	$137.35	$157.47
Variance from 2014	-0.4%	-3.3%	-2.0%	-2.8%	-2.2%	-7.1%	-2.5%	-1.6%	7.2%	-8.7%	-7.0%	-8.2%	-4.9%
Revenue per available room	$86.08	$96.56	$99.56	$102.11	$111.55	$120.33	$144.48	$111.16	$112.36	$97.45	$81.88	$61.94	$101.27
Alberta Resorts Occupancy Rate	40.8%	53.3%	48.8%	48.9%	60.6%	78.7%	90.9%	92.4%	82.6%	58.7%	37.7%	50.4%	62.3%
Point change from 2014	2.8	7.8	3.7	2.7	-0.2	2.9	2.9	0.7	1.9	4.1	-3.9	1.0	2.5
Average Daily Room Rate	$183.23	$177.86	$176.03	$170.91	$201.13	$260.92	$294.18	$299.60	$260.20	$190.13	$168.14	$244.97	$232.32
Variance from 2014	10.5%	1.3%	5.4%	4.8%	6.8%	8.2%	10.9%	10.1%	12.8%	6.7%	2.2%	11.4%	8.4%
Revenue per available room	$74.83	$94.88	$85.94	$83.51	$121.88	$205.47	$267.52	$276.75	$214.84	$111.56	$63.30	$123.51	$144.83
Other Alberta* Occupancy Rate	52.5%	55.0%	53.3%	48.3%	51.3%	58.6%	59.0%	57.0%	56.1%	50.5%	46.0%	33.2%	51.7%
Point change from 2014	-7.5	-11.5	-14.6	-11.4	-13.1	-8.3	-9.5	-14	-15.6	-19.3	-20.4	-16.0	-13.5
Average Daily Room Rate	$133.36	$132.26	$131.29	$128.86	$126.21	$127.84	$128.17	$127.47	$126.80	$124.74	$125.41	$119.40	$128.03
Variance from 2014	2.7%	1.1%	0.3%	-0.7%	-2.2%	-1.9%	-1.5%	-2.5%	-4.3%	-5.8%	-4.9%	-9.2%	-2.2%
Revenue per available room	$69.96	$72.74	$70.01	$62.20	$64.77	$74.90	$75.63	$72.71	$71.08	$62.98	$57.67	$39.63	$66.16
Total Alberta (excl. Resorts) Occupancy Rate	53.8%	60.0%	60.2%	58.6%	60.4%	65.3%	66.5%	64.5%	63.1%	57.9%	53.2%	41.0%	58.7%
Point change from 2014	-5.2	-6.0	-9.3	-9.0	-8.5	-5.3	-4.1	-10.8	-10.6	-13.8	-15.7	-11.0	-9.1
Average Daily Room Rate	$139.70	$140.35	$140.75	$141.06	$139.71	$145.07	$149.69	$135.98	$140.05	$137.83	$137.22	$129.04	$140.03
Variance from 2014	1.4%	0.0%	0.1%	-0.9%	-1.2%	-3.1%	-0.2%	-2.2%	-4.2%	-5.1%	-4.3%	-6.6%	-2.4%
Revenue per available room	$75.12	$84.22	$84.76	$82.69	$84.39	$94.68	$99.53	$87.74	$88.31	$79.86	$72.94	$52.91	$82.24
Food Services and Drinking Places 2015 ($ Millions) unadjusted [6]													
Total Receipts for Alberta	$689.37	$658.06	$729.71	$719.56	$766.12	$741.12	$769.37	$761.12	$735.74	$752.50	$704.73	$733.60	$730.10
Per cent change from 2014	6.0%	4.4%	1.6%	1.6%	1.7%	0.5%	1.9%	0.3%	0.1%	-1.8%	-3.0%	-1.4%	0.9%
Historic Sites and Museums 2015 (000's of visitors) [7]													
Visitor Attendance	24.3	42.4	48.6	51.5	80.1	113.5	181.4	190.9	73.5**	39.4**	24.8**	51.8**	922.0
Per cent change from 2014	3.4%	6.5%	26.2%	8.4%	3.4%	-1.7%	13.0%	1.1%	23.7%	-1.7%	0.4%	155.2%	10.3%

Sources: Statistics Canada, CBRE Hotels Trends in the Hotel Industry National Market Report, Alberta Culture

*Other Alberta includes Lethbridge, Red Deer, and other Alberta communities.

**Please note that some of the historical sites changed their hours of operation, while the Royal Alberta Museum closed on December 6, 2015. See Notes section for details.

	Jan.	Feb.	Mar.	Apr.	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Yr-to-Date
Exchange Rates 2015[8]													
Canadian Dollar/U.S. Dollar (noon)	0.81	0.80	0.79	0.81	0.82	0.81	0.76	0.76	0.75	0.77	0.75	0.73	0.78
Canadian Dollar/ Euro	0.71	0.71	0.73	0.75	0.74	0.82	0.69	0.68	0.67	0.68	0.70	0.67	0.71
Canadian Dollar/ Great British Pounds	0.53	0.52	0.53	0.54	0.53	0.52	0.49	0.49	0.49	0.50	0.50	0.49	0.51
Oil Price: Western Texas Intermediate (WTI) 2015[9]													
Cushing, OK Spot Price (US Dollar per Barrel)	47.22	50.58	47.82	54.45	59.27	59.82	50.9	42.87	45.48	46.22	42.44	37.21	48.69
Hotel Projects Valued $5 million or Greater 2015 ($ Millions)[10]													
Total Value of Hotel Projects Inventory	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	$1,200	$814	$796	$796
Sources: Bank of Canada, WTI, Government of Alberta.													

Alberta Tourism Market Monitor: 2011 - 2015 Annual Data

Alberta Culture and Tourism

	2011	2012	2013	2014	2015
Air Passengers (000's of enplanements and deplanements) [1]					
Edmonton International Total	6,277.1	6,676.4	6,983.2	7,332.5	7,280.9
Per cent change from previous year	3.1%	6.4%	4.6%	5.0%	-0.7%
Domestic	-	5,109.6	5,312.2	5,500.6	5,527.0
Per cent change from previous year	-	6.1%	4.0%	3.5%	0.5%
Transborder	-	1,173.9	1,264.8	1,372.7	1,228.1
Per cent change from previous year	-	8.1%	7.7%	8.5%	-10.5%
International	-	392.9	406.2	459.3	525.8
Per cent change from previous year	-	4.1%	3.4%	13.1%	14.5%
Calgary International Total	12,771	13,641.2	14,316.1	15,261.1	15,475.8
Per cent change from previous year	1.1%	6.0%	5.0%	6.6%	1.4%
Domestic	-	9,577.7	10,069.9	10,745.0	10,970.4
Per cent change from previous year	-	6.2%	5.1%	6.7%	2.1%
Transborder	-	2,725.4	2,920.3	3,106.0	3,049.0
Per cent change from previous year	-	7.9%	7.0%	6.4%	-1.8%
International	-	1,335.0	1,325.8	1,410.1	1,456.4
Per cent change from previous year	-	1.4%	-0.7%	6.4%	3.3%
Fort McMurray International Total	-	-	1,195.4	1,308.4	1,099.7
Per cent change from previous year	-	-	24.8%	9.5%	-16.0%
Highway Count (000's of vehicles) [2]					
Hwy 1 -Sask border w-bound	891.7	908.7	901.4	918.6	936.2
Per cent change from previous year	-0.1%	1.9%	-0.8%	1.9%	1.9%
Hwy 1 - Banff Pk Gate (2-way)	6307.7	6605.9	6736.6	7211.5	7,746.6
Per cent change from previous year	0.6%	4.7%	2.0%	7.0%	7.4%
Hwy 16 - Jasper Pk Gate (2 way)	1529.4	1559.6	1618.9	1668.7	1,703.7
Per cent change from previous year	2.8%	2.0%	3.8%	3.1%	2.1%
Hwy 16 - Jct #897 w-bound	2149.9	2252.8	2272.6	2312.9	2123.4
Per cent change from previous year	6.0%	4.8%	0.9%	1.8%	-8.2%
National Park Attendance (000's of person visits) [3] Includes Group Tours for Banff and Jasper National Parks.					
Banff	3,179.3	3,286.8	3,291.9	3,552.1	3,894.3
Per cent change from previous year	-0.2%	3.4%	0.2%	7.9%	9.6%
Jasper	1,940.5	1,991.4	2,022.8	2,154.6	2,266.1
Per cent change from previous year	0.8%	2.6%	1.6%	6.5%	5.2%
Waterton Lakes	397.5	401.3	408.3	413.6	477.0
Per cent change from previous year	-1.0%	1.0%	1.7%	1.3%	15.3%
Employment (000's of persons) Seasonally Adjusted [4]					
Accommodation and Food Services	131.2	133.3	135.6	145.6	153.5
Per cent change from previous year	4.9%	1.8%	1.4%	7.7%	2.4%

Sources: Edmonton, Calgary and Fort McMurray International Airports, Alberta Transportation, Parks Canada, Statistics Canada.

	2011	2012	2013	2014	2015
Accommodation Indices [5]					
Edmonton Occupancy Rate	62.4%	66.5%	69.7%	69.2%	63.0%
Point change from previous year	0.7	4.1	3.2	-0.6	-6.6
Average Daily Room Rate	$118.89	$122.42	$127.28	$133.90	$135.64
Variance from previous year	-	3.0%	4.0%	5.2%	-1.1%
Revenue per available room	-	$81.41	$88.71	$92.63	$85.44
Calgary Occupancy Rate	66.8%	70.5%	72.7%	70.0%	64.3%
Point change from previous year	2.8	3.8	1.9	-2.9	-5.6
Average Daily Room Rate	$145.48	$156.04	$162.13	$166.67	$157.47
Variance from previous year	-	7.3%	3.9%	2.8%	-4.9%
Revenue per available room	-	$110.01	$117.87	$116.61	$101.27
Alberta Resorts Occupancy Rate	54.0%	56.4%	57.1%	60.1%	62.3%
Point change from previous year	1.7	2.4	0.8	3.0	2.5
Average Daily Room Rate	$187.40	$196.10	$202.61	$214.70	$232.32
Variance from previous year	-	4.6%	3.3%	6.0%	8.4%
Revenue per available room	-	$110.60	$115.69	$129.02	$144.83
Other Alberta* Occupancy Rate	58.7%	61.5%	64.0%	65.3%	51.7%
Point change from previous year	7.0	2.7	2.5	1.5	-13.5
Average Daily Room Rate	$114.40	$120.79	$126.99	$130.93	$128.03
Variance from previous year	-	5.6%	5.1%	3.1%	-2.2%
Revenue per available room	-	$74.29	$81.27	$85.48	$66.16
Total Alberta (excl. Resorts) Occupancy Rate	62.3%	65.6%	68.2%	67.8%	58.7%
Point change from previous year	3.9	3.4	2.4	-0.4	-9.1
Average Daily Room Rate	$125.84	$132.24	$138.10	$142.98	$140.03
Variance from previous year	-	5.1%	4.4%	3.5%	-2.4%
Revenue per available room	-	$86.75	$94.18	$96.92	$82.24
Food Services and Drinking Places ($ Millions) unadjusted [6]					
Total Receipts for Alberta	$595.13	$638.52	$684.90	$725.80	$730.10
Per cent change from previous year	7.0%	7.5%	7.3%	6.0%	0.9%
Historic Sites and Museums (000's of person visits) [7]					
Visitor Attendance	773.1	828.5	816.0	836.2	922.0
Per cent change from previous year	-11.5%	7.2%	-1.5%	2.5%	10.3%
Exchange Rates[8]					
Canadian Dollar/U.S. Dollar (noon)	1.01	1.00	0.97	0.94	0.78
Canadian Dollar/ Euro	0.73	0.78	0.73	0.68	0.71
Canadian Dollar/ Great British Pounds	0.63	0.63	0.62	0.55	0.51
Oil Price: Western Texas Intermediate (WTI) 2015[9]					
Cushing, OK Spot Price (US Dollar per Barrel)	94.87	94.11	97.91	93.26	48.69
Sources: CBRE Hotels Trends in the Hotel Industry National Market Report, Statistics Canada, Alberta Culture, Bank of Canada, WTI.					
* Other Alberta includes Lethbridge, Red Deer, and other Alberta communities					

Note :

1. Air Passengers - Numbers are preliminary estimates of air passenger arrivals and departures at the Edmonton International and Calgary International Airports.
Source: Edmonton International Airport , Calgary International Airport and Fort McMurray International Airport Websites.

2. Highway Traffic: These data are monthly totals. The monthly average daily traffic (average number of vehicles per day) is calculated by dividing the monthly total by the number of days in the month passing the counter locations and in the direction indicated for a particular month. Automatic Traffic Recorders counts all vehicles by direction. Year-to-date is a cumulative total for all vehicles.
Source: Alberta Transportation's Automatic Traffic Recorders (ATR). http://www.transportation.alberta.ca/3459.htm

3. National Park Attendance - Attendance is reported as the number of visits to National Parks in Alberta. Data are preliminary unless otherwise noted.
Banff National Park and Jasper National Park reflect independent travellers only, and do not include people travelling as part of a tour group. The tour group data, however, are included in the annual edition of the Monthly Market Monitor.
Source: Parks Canada.

4. Employment Food and Accommodation Sector - The employment figure represents all persons who worked for pay or profit or unpaid work in the food services and accommodation sector, including businesses or other ventures owned or operated by a related family member(s) during the reference period of the survey. The year-to-date total is an average for the year.
Source: Statistics Canada, Labour Force Survey.

5. Accommodation Indices for Major Regions - Occupancy rates and average daily room rates are based on monthly averages of all reporting hotels, motels and motor hotels in each designated region. Alberta Resorts includes the resort communities of Banff, Lake Louise, Kananaskis, Canmore and Jasper.

Other Alberta includes Lethbridge, Red Deer, and other Alberta communities.

Revenue per available room is calculated using the occupancy rate and average daily room rate.
Source: CBRE Hotels Trends in the Hotel Industry National Market Report

6. Food Services and Drinking Places - The monthly survey of Food Services and Drinking Places provides estimates of the value of sales and the number of locations of restaurants, caterers, and drinking places by province and by industry at the North American Industry Classification System (NAICS) four-digit level. Includes total receipts from restaurants, caterers and taverns for chain and independent establishments. The target population is the 3 digit NAICS level of 722, which includes: Full-service restaurants, limited service eating places, special food places and drinking places. The year-to-date total is an average for the year.
Source: Statistics Canada, Food Services and Drinking Places.

7. Historic Sites and Museums - Visitor attendance figures are monthly totals based on fifteen historic sites, the Royal Alberta Museum, the Royal Tyrrell Museum of Paleontology, and the Tyrrell Field Station. **Royal Alberta Museum operational hours as of Sept 8, 2015: Mon-Wed Closed; Thursday - Open to pre-booked school groups; Fri-Sun Open 9:00 am to 5:00 pm. The Royal Alberta Museum had record attendance in December, due to free admission and it being open for 48 hours straight on the weekend of Dec 4-6, before it completely closed at 5 pm on December 6, 2015. Tyrrell Field Station closed on weekends and holidays starting October 17th.

8. **Exchange Rate**- this is the average monthly exchange rate.
Source: Bank of Canada.

9. Western Texas Intermediate - This is the average monthly oil price.
Source: Cushing, OK WTI Spot Price FOB.

10. Major hotel projects in Alberta - This is the inventory of major private and public sector projects related to tourism valued at $5 million or greater. It is not a complete list of hotel projects in Alberta.
Source: Government of Alberta. http://majorprojects.alberta.ca/

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